



CANADIAN FILM INSTITUTE

BULLETIN



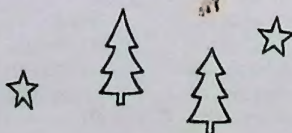
1 4 2 S P A R K S S T R E E T, O T T A W A

VOL. 3 NO. 12

DECEMBER 1957



from the
STAFF AND DIRECTORS OF THE
CANADIAN FILM INSTITUTE



MORE FILMS FOR CANADA — en français
by Pierre de Bellefeuille

The story of distribution of French-language 16mm. films in Canada is a story of development and progress. In all parts of the country where there are significant members of French speaking film users, new facilities are being made available, new channels are established and new projects are tackled.

In the last few months several agencies including the National Film Board have placed new emphasis on the development of distribution channels for French-language films in those provinces which French-Canadians are apt to call "minority provinces", that is provinces where there are French-speaking minority groups. This includes every province except Quebec, of course, and, for practical purposes, Newfoundland where French-Canadians are few and sparse.

In the Atlantic region, New Brunswick is the key province. It boasts the only provincial film library in Canada with a bilingual service both to schools and adult groups. All Communities in the province can be reached within 24 hours with film shipments from the provincial library, which is operated by the Department of Education. Two of the National Film Board's four field representatives in New Brunswick are Acadians. One of them was entrusted recently with the responsibility of co-ordinating from Moncton — where there are a bilingual film council and a bilingual film library — film service to the two other Maritime provinces. An extensive system of circulation blocks now reaches French-Canadian groups in Nova Scotia — mainly on Cape Breton Island and along the western "french shore" — and in Prince Edward Island.

In Ontario, province-wide service for French-language films is available from the Canadian Film Institute. Within the last year, French-language films and filmstrips were added to the Department of Education film library for service to bilingual schools. An extensive direct mail publicity project launched by the National Film Board in cooperation with film councils, federations of film councils and film libraries has been directed from Toronto at film users of both languages. Of particular interest is the development of purposeful film use among the French-language parent-teacher associations, which are among the most active and the most dynamic French-language organizations in Ontario.

Western Canada is witnessing developments which may prove to be spectacular. The National Film Board representative for Northern Alberta was asked to spend several weeks in Saskatchewan in order to organize a network of circuits and depots for French-language films. Early indications are that this concentrated effort is paying off. There are of course French-language film services in Manitoba, centered mainly around the film library at Saint-Boniface, and in Alberta, mainly around Edmonton and in the Peace River district. The National Film Board regional office in Saskatoon also co-ordinates film services to a few French Canadian communities in British Columbia.

All this does not mean that distribution in Quebec is stagnant. There are significant developments there too, for instance the setting up of monthly circuits for a large number of classical colleges, or the establishment of trade union film libraries as sections of community film libraries in a dozen key industrial cities. The provincial library for French-language films, located at Laval University in Quebec City, a few months ago became an agent of the Canadian Film Institute for distribution of its French-language films. During the last two years, the

Quebec field staff of the National Film Board placed much emphasis on the promotion of film use. Discussion demonstrations and workshops were organized in all parts of the province, in co-operation with the extension department of L'Université de Montréal. Much emphasis was placed too on the development of new channels for filmstrips.

DATES TO REMEMBER!

January 22nd & 23rd

Conference on Films "FILMS IN CANADA — 1958"
to be held in the Unitarian Church, St. Clair Avenue,
Toronto.

February 2nd to 8th

National Health Week — Plan your program of health
Films now. Copies of the catalogue of the National
Health Film Library available from C.F.I. on request.

PUBLICATIONS

FILM NEWS is a quarterly of 16 mm films, filmstrips and recordings in education, business, entertainment and television with an international flavour. Published in New York under the editorship of Miss Rohama Lee, a Canadian now residing in the U.S., FILM NEWS devotes considerable space to reviews and appraisals, articles, notes and comments on films, film production and television. It includes a calendar of events in the film world — conferences, festivals and competitions as well as an international section (with Canada well represented) on film news from abroad.

Sample copies of FILM NEWS may be obtained by writing to Canadian Film Institute.

FILMS

If you are seeking a film to round out your film program you may wish to consider one of the following N.F.B. productions. These films have received recognition by international film festivals....

ROMANCE OF TRANSPORTATION — CORRAL — THE
SHEPHERD — SHADOW ON THE PRAIRIE — STRAT-
FORD ADVENTURE — ANGOTEE — NEIGHBOURS —
JOLIFOU INN — RYTHMIC.

Note

We would appreciate receiving all new catalogues, supplements and film lists, as soon as they are released, in order that we may keep our card catalogue of all 16mm films available in Canada up to date.